dstillery

ID-FREE CUSTOM AI

Dstillery's ID-free solution continued to drive performance for an online pet pharmacy without the use of third-party identifiers, outperforming the Contextual CPA by **42%**.

Client's Goals & Objectives

An online pet pharmacy turned to Dstillery to help prepare for the cookie-less future. They tested our new ID-free targeting solution with the goal of driving online sales.

About Dstillery's ID-free Solution

ID-free Custom AI* is designed using the same machine learning-based predictive modeling as ID-based Custom AI, reaching users without enabling third-party cookies or any identifiers.

Modeled from a brand's own data, Dstillery's ID-free Custom AI uses privacy-friendly signals to discover and predict the best audiences across the programmatic web.

ID-free Testing Strategy

Dstillery split the testing budget between four targeting tactics: ID-free Custom AI, cookie-based Custom AI, Contextual and Run of Network. Each campaign was targeted to a unique portion of the trackable web to ensure no person saw ads from more than one tactic. Additional parameters included:

- All tactics used the same $2 bid price with all fees baked into the eCPA analysis.
- No manual or automated performance optimizations were applied to better understand baseline performance for each tactic.

Campaign Results & Business Impact

In just one week, the test drove **378 online orders**. Dstillery's cookie-based Custom AI Audiences drove the strongest performance with 158 orders, and ID-free Custom AI came in second with 121 orders.
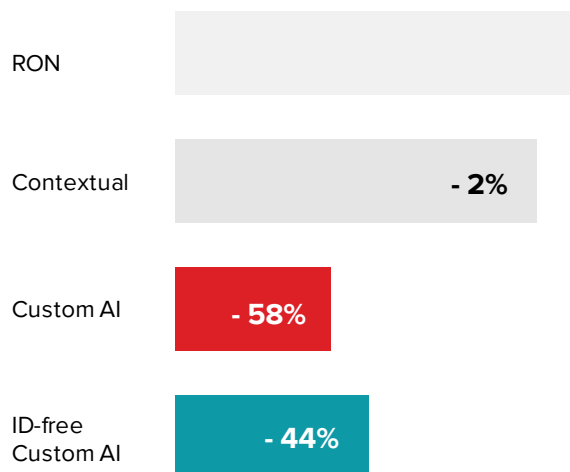
HIGH RETURN ON AD SPEND

The brand received **double** the return on their investment using cookie-based and ID-free Custom AI.

RON + Contextual	**$10.54**
Custom AI	**$23.12**
ID-free Custom AI	**$21.09**
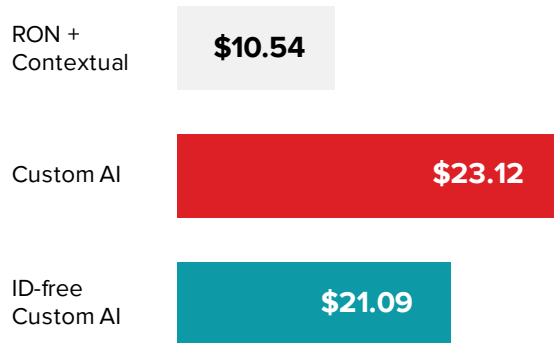
LOW CPA

ID-free Custom AI achieved a CPA that is over **44% more efficient** than targeting run of network.

RON	
Contextual	**- 2%**
Custom AI	**- 58%**
ID-free Custom AI	**- 44%**

*Patent Pending

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To learn more, reach out to your Account Executive or Client Success Manager.